

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 ICA-20 /041 W
-----014582 140818Z /10

R 131555Z JUL 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 8078
INFO USDOC WASHDC
AMEMBASSY DUBLIN
AMEMBASSY OSLO

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E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: U.S. INTERNATIONAL MARKETING CENTER IN LONDON

1. THE EMBASSY HAS REACHED AGREEMENT WITH RICHARD GARNITZ, REPRESENTATIVE OF THE U.S. DEPARTMENT OF COMMERCE, ON THE TERMS OF UNDERSTANDING QUOTED BELOW REGARDING THE PROPOSED INSTALLATION OF AN INTERNATIONAL MARKETING CENTER IN THE CHANCERY AT LONDON. IN ORDER TO EXPEDITE CONVERSION TO THIS NEW TRADE PROMOTION ACTIVITY IN THE UK, IMPLEMENTATION OF THE AGREEMENT IS PROCEEDING IMMEDIATELY, AND WE WILL APPRECIATE HAVING SOONEST ANY COMMENTS THE DEPARTMENT MAY WISH TO MAKE ON THE TEXT.

2. BEGIN TEXT: IN ORDER TO DEVELOP A MORE CLOSELY INTEGRATED AND MORE COST-EFFICIENT EXPORT PROMOTION OPERATION IN LONDON; TO MORE EFFECTIVELY COVER THE UK, REPUBLIC OF IRELAND AND NORWEGIAN MARKETS FOR US GOODS; TO MAKE A BETTER USE OF THE INTERNATIONAL FAIRS SYSTEMS OF THOSE COUNTRIES; TO FOLLOW WISHES OF THE PRESIDENT TO REDUCE OFFICIAL US PRESENCE ABROAD; AND TO CONTINUE TO OFFER THE US PRODUCING COMMUNITY THE ASSISTANCE AND SERVICES IT NEEDS FROM THE US GOVERNMENT TO ENTER AND OPEN AND MAINTAIN MARKETS

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IN THESE COUNTRIES FOR ITS GOODS AND SERVICES, THE US DEPARTMENT OF COMMERCE AGREES TO OPEN AN INTERNATIONAL MARKETING CENTER (IMC) WITHIN THE CONFINES OF THE CHANCERY IN LONDON.

3. THE IMC PROGRAMMED AS AN INTEGRAL PART OF THE COMMERCIAL SECTION OF THE EMBASSY, TO BE FUNDED, AND OPERA-

TED BY THE US DEPARTMENT OF COMMERCE, WILL, UNDER THE DIRECTION OF THE AMBASSADOR, SUPPORT THE US PRODUCING COMMUNITY BY MOUNTING A FULL SLATE OF SIX TO EIGHT MAJOR EXHIBIT MARKETING EVENTS EACH FISCAL YEAR. ALL BUT ONE OR TWO OF THESE WILL BE MOUNTED IN THE FAIR SYSTEM OF THE UK, REPUBLIC OF IRELAND AND NORWAY. THESE EVENTS WILL CONTINUE TO BE BASED ON RESEARCH DONE OR COMMISSIONED BY USDOC AND WILL BE SELECTED BY THE IMC DIRECTOR AND THE USDOC COUNTRY MARKETING MANAGER WITH THE APPROVAL, AND THE ASSISTANCE OF THE COMMERCIAL COUNSELOR OF THE US EMBASSY IN LONDON.

THE IMC WILL BE OFFERED TO PURVEYORS OF US MADE GOODS AND SERVICES TO DEVELOP, AND MOUNT INDIVIDUALLY OR IN GROUPS, THEIR OWN EXHIBITS UNDER THE GENERAL SUPERVISION OF THE STAFF OF THE IMC. IT IS PRESUMED THAT THERE WILL BE PRODUCED SOME 3 TO 5 MULTIFIRM BUSINESS-SPONSORED EVENTS (BSPS) AND SOME 60 TO 70 INDIVIDUAL COMPANY BSPS EACH YEAR.

4. THE IMC WILL BE HEADED BY A DIRECTOR WHO WILL REPORT DIRECTLY TO THE COMMERCIAL COUNSELOR OF THE US EMBASSY. IT IS EXPECTED THAT, SUBJECT TO THE APPROVAL OF THE STATE DEPARTMENT, THE DIRECTOR'S POSITION WILL BE A GS POSITION PROVIDED BY USDOC. THE PERSON TO FILL THIS POSITION WILL BE SELECTED BY THE USDOC IN CONCERT WITH THE US DEPT., OF STATE. UNDER THE GENERAL DIRECTION OF THE COMMERCIAL

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COUNSELOR, HE WILL BE IN CHARGE OF ALL PHASES OF THE PROGRAMMING OF THE IMC. HIS PRIMARY RESPONSIBILITIES ARE TO REPRESENT THIS PROGRAMMING TO THE LOCAL BUYING COMMUNITIES AND TO THE AMERICAN SELLING COMMUNITIES, BOTH LOCALLY BASED AND US BASED. IN ADDITION HE WILL BE

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DIRECTLY IN CHARGE OF AND FULLY PARTICIPATE IN THE PROMOTIONAL CAMPAIGN OF ALL IMC EXHIBITS BOTH OFF-SITE AND ON. HE WILL BE IN CHARGE OF A PERMANENT STAFF WHICH WILL CONSIST, AT THIS TIME, OF THE FOLLOWING:

A. THE DEPUTY DIRECTOR - HE WILL BE IN DIRECT CHARGE, UNDER THE GENERAL SUPERVISION OF THE DIRECTOR, OF THE DESIGN, CONSTRUCTION AND MOUNTING OF THE EVENTS BOTH OFF-SITE AND ON. HE WILL ACT FOR THE DIRECTOR WHEN THE DIRECTOR IS NOT IN THE GENERAL MARKETING AREA. HE ALSO WILL BE IN CHARGE OF THE BUDGET (USDOC FUNDED) OF THE IMC AND WILL BE RESPONSIBLE TO USDOC FOR THE USE AND DISBURSEMENT OF THE FUNDS.

B. EXHIBITS MANAGER - THIS WILL BE A FOREIGN SERVICE LOCAL EMPLOYEE (FSLE), ASSIGNED TO ASSIST THE DEPUTY DIRECTOR IN THE FIELD OF DESIGN, CONSTRUCTION AND MOUNTING OF THE EXHIBITS BOTH ON-SITE AND OFF. HE ALSO WILL BE IN COMPLETE CHARGE OF THE FLOW OF FREIGHT INTO AND AWAY FROM THE EXHIBIT SITES.

C. THE MARKET PROMOTION SPECIALIST - THIS WILL BE AN UNCLASSIFIED

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FSL EMPLOYEE WHO WILL ASSIST THE DIRECTOR OF THE IMC IN HIS RELATIONSHIP WITH BOTH THE CONTRACT MARKET PROMOTION FIRMS AND THE ACTUAL PROMOTION OF THE MAJOR EVENTS. THIS INDIVIDUAL WILL ALSO PARTICIPATE IN THE RECRUITMENT AND SUPPORT OF THE BSPS AS NOTED ABOVE AND WILL WORK CLOSELY WITH AND SUPERVISE, UNDER THE DIRECTOR, THE CONTRACTING FOR AND DEVELOPMENT OF NEEDED MARKET RESEARCH.

D. ADMINISTRATIVE ASSISTANT - UNDER THE DIRECT SUPERVISION OF THE DEPUTY DIRECTOR, THIS PERSON, AN FSL EMPLOYEE, WILL ASSIST IN ALL BUDGETARY MATTERS CONCERNED WITH THE ACTUAL RUNNING OF THE IMC AND DISBURSEMENTS MADE UNDER THE USDOC BUDGET. THIS PERSON WILL ALSO BE

IN CHARGE OF THE NEEDED FOLLOW-UP WITH LOCAL PARTICIPANTS IN EVENTS BOTH OFF AND ON-SITE TO ASCERTAIN THE SUCCESS OF THEIR PARTICIPATION AND TO DISCOVER WHETHER OR NOT THE IMC HAS GIVEN TO THE PARTICIPANT THE SUPPORT NEEDED TO OPEN AND MAINTAIN A MARKET FOR HIS PRODUCT IN THE GENERAL MARKETING AREA.

E. EXECUTIVE SECRETARY - FOR THE DIRECTOR AND DEPUTY DIRECTOR. THIS WILL BE A POSITION FOR A SENIOR FSL EMPLOYEE WHO WILL SERVE AS A SECRETARY TO BOTH THE DIRECTOR AND DEPUTY DIRECTOR, WILL OVERSEE THEIR APPOINTMENT SCHEDULES, WILL ARRANGE THEIR MEETINGS AND TRAVEL ARRANGEMENTS AND WILL BE THE FIRST VOICE OF THE IMC TO THE BUSINESS COMMUNITIES.

F. ALTHOUGH THERE WILL BE NO OTHER PERMANENT STAFF OR HEAD-COUNT INVOLVED, USDOC FUNDS FOR THE IMC WILL BE PROVIDED FOR CONTRACT ASSISTANCE AS NEEDED TO SUCCESSFULLY SUPPORT THE US PRODUCING COMMUNITY TO SELL THEIR UNCLASSIFIED

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GOODS AND SERVICES TO THESE MARKETS.

5. THE IMC WILL BE LOCATED ON THE PRESENT SITE OF THE USICA AND COMMERCIAL LIBRARIES AT THE UPPER BROOK STREET ENTRANCE OF THE US EMBASSY. THE USDOC DESIGN DIVISION WILL DEVELOP AN ARCHITECTURAL PLAN, AND OVERSEE A PROFESSIONAL ARCHITECT IN DEVELOPING THE CONVERSION OF

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AMEMBASSY DUBLIN
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THAT TOTAL SPACE TO AN IMC. THE PHYSICAL IMC WILL INCLUDE EXHIBIT SPACE OF APPROXIMATELY 2,000 SQUARE FEET; A SERIES OF OFFICES FOR THE IMC STAFF AS WELL AS AN OFFICER FROM THE OFFICE OF THE COMMERCIAL COUNSELOR; AN EXHIBITOR'S LOUNGE FOR THE USE OF THE PARTICIPANTS IN BSPS; AND AGREED UPON SPACE FOR THE COMMERCIAL LIBRARY AND ITS LIBRARIANS. THE PLANS FOR THE PHYSICAL IMC AFTER BEING DEVELOPED BY THE USDOC DESIGNER WILL BE SUBJECT TO THE APPROVAL OF THE EMBASSY AND FBO.

ALTHOUGH THE SPACE WILL BE ASSIGNED TO USDOC FREE OF CHARGE BY THE DEPARTMENT OF STATE, USDOC WILL ASSUME ALL COSTS INVOLVED IN THE DESIGN, DEVELOPMENT, CONSTRUCTION AND THE DAY BY DAY RUNNING OF THE IMC, INCLUDING UTILITIES.

6. THOUGH THE PRIMARY USE OF THE IMC WILL BE AS HEAD-QUARTERS FOR THE EXPORT PROMOTION STAFF AND FOR THE USE OF THE BUSINESS COMMUNITY IN DEVELOPING ITS OWN EXHIBIT PROMOTIONS TO SELL US MADE GOODS AND SERVICES, THIS SPACE WILL BE AVAILABLE AS WELL FOR OTHER OFFICIAL FUNCTIONS BETWEEN THE REGULARLY SCHEDULED EVENTS DESCRIBED
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ABOVE. THE IMC DIRECTOR (OR DEPUTY DIRECTOR IN HIS ABSENCE), WILL BE IN CHARGE OF SCHEDULING USE OF THIS SPACE.

7. THE EMBASSY HAS NO OBJECTION TO THE USE OF THE IMC IN CONNECTION WITH EXHIBITIONS IN NORWAY OR THE REPUBLIC OF IRELAND SUBJECT TO THE AGREEMENT OF THE US AGENCIES, INCLUDING THE EMBASSIES INVOLVED. COMMERCE WILL BE IN CONTACT WITH EMBASSIES DUBLIN AND OSLO REGARDING THESE ARRANGEMENTS.

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